

3. The method of claim 1, further including determining a file format for the image and using the current user settings designated for the file format in presenting a representation of the image.

4. The method of claim 3, wherein the step of determining a file format determines an optimum file format for the image based on a predominant nature of the image data.

5. (Amended) The method of claim 4, wherein the step of determining an optimum file format for the image includes determining a predominant form for objects in the image and the step of automatically deriving includes scaling compression settings from the current user settings where the particular settings that are scaled depend on the predominant form of the image.

6. The method of claim 5, wherein the predominant form is selected from the group of photographic and line art.

7. The method of claim 6 further comprising determining if the predominant form is photographic and if so, setting the optimum file format to a JPEG/JFIF format.

8. The method of claim 6 further comprising determining if the predominant form is line-art and if so, setting the optimum file format to a GIF format.

9. The method of claim 4, wherein the step of determining an optimum format includes:  
calculating an amount of noise in the image;  
setting the optimum file format to a JFIF format if the amount of noise is above a predefined threshold, and otherwise setting the optimum file format to a GIF format.

10. The method of claim 9, wherein the step of calculating an amount of noise includes:  
for each pixel in the image,

comparing a relative color change between the pixel and one or more adjacent pixels to derive relative color change data;

determining an overall color change for the image using the relative color change data for each pixel; and

comparing the overall color change to the threshold value.

11. The method of claim 10, wherein the step of comparing the relative color change includes deriving a first set of color change data for a pixel by comparing the color of the pixel with a pixel immediately next in raster order.

12. The method of claim 11, wherein the step of comparing the relative color change includes deriving a second set of color change data for the pixel by comparing the color of the pixel with a pixel at a same location in a next scanline of pixels for the image.

13. The method of claim 12, wherein the step of determining an overall color change includes for each color change data set, summing all the color change data and averaging over the image.

14. The method of claim 9, wherein the step of determining an overall color change includes summing all the color change data for the image and averaging over the image.

15. The method of claim 9, wherein the step of comparing a relative color change determines an actual color difference irrespective of a perceptual color difference.

16. The method of claim 4, wherein the step of determining an optimum file format includes: inspecting the image to determine if any pixel in the image is transparent; and if so, setting the optimum file format to a GIF format.

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17. The method of claim 4 wherein the step of determining an optimum file format includes:  
inspecting the image to determine if the image includes more than one animation frame;  
and  
if so, setting the optimum file format to a GIF format.

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18. (Amended) The method of claim 1, wherein the step of presenting a plurality of variations includes receiving a user selection that defines a number of variations that are to be presented to the user and generating the number of variations selected.

19. The method of claim 18 further comprising adjusting the scaling of the current user settings for each variation depending on the number of automatic variations that are to be presented.

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20. The method of claim 1 further comprising displaying the image at the current user settings.

21. The method of claim 20 further comprising displaying the image at current user defined compression settings along with three variations in a four-up orientation on an output display device.

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22. (Amended) The method of claim 1, wherein a first set of compression settings is derived by scaling the current user settings and a second set of compression settings is derived by scaling the first set of compression settings.

23. (Amended) The method of claim 1 further comprising receiving user modifications to the current user settings and generating a variation of the image using the modified user settings.

24. (Amended) The method of claim 23, further including recalculating compression settings for each presented variation of the image using the modified user settings and re-generating each variation using the recalculated compression settings.

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25. (Amended) The method of claim 1, wherein each variation of the image is a smaller and lower quality version relative to the image produced using the current user settings.

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26. The method of claim 1 where the estimated download time is presented along with each variation of the image.

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27. (Amended) A computer program for preparing an image for downloading over a link, the computer program includes instructions for causing a computer to:  
receive a user selection for an image to prepare;  
retrieve current user settings reflective of desired settings for compressing the image;  
automatically derive alternative compression settings including compression settings scaled from the current user settings, and  
present a plurality of variations of the image to the user where each variation is generated using one or more alternative compression settings.

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Please add claims 28-44.

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28. (New) The computer program of claim 27, further including instructions for causing a computer to:  
estimate an amount of time required to download a given variation to the user where the estimated time is calculated from an assumed transmission rate of the link.

29. (New) The computer program of claim 27, further including instructions for causing a computer to:  
determine a file format for the image; and  
use the current user settings designated for the file format in presenting a representation of the image.

30. (New) The computer program of claim 29, wherein instructions for causing a computer to determine a file format include instructions for causing a computer to:

determine an optimum file format for the image based on a predominant nature of the image data.

31. (New) The computer program of claim 30, wherein instructions for causing a computer to determine an optimum format include instructions for causing a computer to:

calculate an amount of noise in the image;

set the optimum file format to a JFIF format if the amount of noise is above a predefined threshold, and otherwise set the optimum file format to a GIF format.

32. (New) The computer program of claim 31, wherein instructions for causing a computer to calculate an amount of noise include instructions for causing a computer to:

for each pixel in the image, compare a relative color change between the pixel and one or more adjacent pixels to derive relative color change data;

determine an overall color change for the image using the relative color change data for each pixel; and

compare the overall color change to the threshold value.

33. (New) A computer-implemented method for preparing an image for downloading over a link, the method comprising:

receiving one or more compression settings for compressing the image;

automatically deriving alternative compression settings that are different from the received compression settings; and

using one or more alternative compression settings to generate a plurality of variations of the image.

34. (New) The method of claim 33, wherein:

automatically deriving alternative compression settings includes deriving alternative compression settings based on the received compression settings.

35. (New) The method of claim 34, wherein:  
deriving alternative compression setting based on the received compression settings  
includes scaling the received compression settings.
36. (New) The method of claim 33, wherein:  
receiving one or more compression settings includes receiving one or more compression  
settings based on user input.
37. (New) The method of claim 33, wherein:  
generating a plurality of variations of the image includes generating a variation of the  
image using the received compression settings.
38. (New) The method of claim 33, further comprising:  
concurrently displaying two or more of the plurality of variations of the image.
39. (New) A computer program for preparing an image for downloading over a link, the  
computer program including instructions for causing a computer to:  
receive one or more compression settings for compressing the image;  
automatically derive alternative compression settings that are different from the received  
compression settings; and  
use one or more alternative compression settings to generate a plurality of variations of  
the image.
40. (New) The computer program of claim 39, wherein instructions for causing a computer  
to automatically derive alternative compression settings include instructions for causing a  
computer to:  
derive alternative compression settings based on the received compression settings.
41. (New) The computer program of claim 40, wherein instructions for causing a computer  
to derive alternative compression setting based on the received compression settings include

instructions for causing a computer to:

scale the received compression settings.

42. (New) The computer program of claim 39, wherein instructions for causing a computer to receive one or more compression settings include instructions for causing a computer to:

receive one or more compression settings based on user input.

43. (New) The computer program of claim 39, wherein instructions for causing a computer to generate a plurality of variations of the image include instructions for causing a computer to:

generate a variation of the image using the received compression settings.

44. (New) The computer program of claim 39, further comprising instructions for causing a computer to:

concurrently display two or more of the plurality of variations of the image.

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In the drawings:

Please substitute FIGS. 1-5B with the attached set of substitute figures.